

ALEXANDER E. STUDD

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SUMMARY

Product Marketing Leader with extensive B2B SaaS and technology experience driving end-to-end Go-to-Market (GTM) strategy, product positioning and messaging, and revenue enablement for complex enterprise solutions. Leverage competitive intelligence, customer research, and product analytics to scale buyer adoption, optimize CAC/LTV, and accelerate multi-million-dollar sales pipelines. Expert in managing product, sales, and executive leadership to align cross-functional strategy with measurable growth.

SKILLS

- **Product & GTM Strategy:** Pricing & Packaging Strategy, Product-Led Growth (PLG), Sales-Led Growth (SLG), AI-Driven Messaging & Positioning, Category Creation & Framing, Total Addressable Market (TAM) Analysis, Product Lifecycle Management
- **Customer & Market Insights:** Quantitative & Qualitative Market Research, Customer Acquisition Cost (CAC) & LTV Optimization, User Cohort & Churn Analysis, Product Analytics, Customer Journey Mapping, Competitive Battlecards & Intel (Klue, Crayon)
- **Sales & Revenue Enablement:** Revenue Enablement & Playbooks, Sales Collateral & Demo Storyboarding, Partner & Channel Enablement, Full-Funnel Demand Generation Strategy, Account-Based Marketing (ABM) Alignment, Sales Pipeline & Conversion Rate Optimization
- **Technical & Data Stack:** Analytics & BI (Power BI, Tableau), CRM & MAP (Salesforce, HubSpot, Marketo), Enablement & Intel (Gong, Highspot, Klue), Agile & Collaboration (Jira, Confluence, Asana)
- **Leadership & Collaboration:** Executive Stakeholder Engagement, Product & Marketing Alignment, Agency & Vendor Management, OKRs & KPIs, Cross-Functional Team Leadership

PROFESSIONAL EXPERIENCE

CSG INTERNATIONAL (*subsidiary of NEC Corporation*), CHICAGO, ILLINOIS

2024-Present

Sr. Product Marketing Manager

- Managed strategic repositioning of legacy billing and CPQ products within highly regulated telecom sector; partnered with industry analysts, strengthening market leadership and executing a global campaign generating \$51M pipeline, a 347% YOY increase.
- Leveraged competitive intelligence, user testing, and customer insights to develop buyer personas and refine GTM strategies, improving message relevance across complex enterprise buying committees.
- Led cross-functional collaboration across Product, Sales, and Marketing to develop sales plays and technical collateral, equipping 200+ sales reps to address multi-stakeholder buying processes and accelerate pipeline velocity.
- Orchestrated end-to-end global product launches, establishing KPI tracking for market penetration, competitive displacement, adoption, and revenue impact.
- Maximized market opportunities through full-lifecycle GTM execution spanning prospect targeting, lead conversion, industry events, and post-launch adoption strategy.
- Synthesized industry analytics and customer feedback to strengthen product differentiation and identify market opportunities within security-conscious, regulated environments.
- Partnered with Sales Enablement, Pre-Sales, and Professional Services to identify white-space opportunities, expanding addressable market potential and supporting new revenue streams.

SPHERA SOLUTIONS, INC., CHICAGO, ILLINOIS

2021 – 2024

Product Marketing Manager

- Defined value propositions and positioning for Operational Risk Management (ORM) product lines, ensuring regulatory compliance and market fit within industrial sectors.
- Executed GTM plans, driving market expansion of Control of Work solution into new verticals (Metals & Mining, LNG, Pipelines) and geographies (Australia, Southeast Asia), winning multi-million-dollar contracts with BHP & Rio Tinto.
- Led marketing repositioning for Operational ESG frameworks, translating complex regulatory requirements into clear market differentiation for Tier 1 accounts.
- Managed marketing program KPIs, presenting data-driven recommendations to Executive Team for optimized ROI.
- Acted as thought leader in Process Safety Management; coordinated 50+ SMEs and customers for speaking engagements, press, analyst relations, and content.

- Built internal partnerships with Engineering, Product, Sales, and Service teams to ensure readiness and in-market success for new and existing products.
- Led Competitive Intelligence program (using Klue), including sales enablement and training initiatives.

REVENUEWELL SYSTEMS, LLC, CHICAGO, ILLINOIS

2020 - 2021

Enterprise Product Marketing Manager

- Launched first-of-kind enterprise solutions for dental service industry, closing 13 major deals and generating \$16M pipeline through targeted DSO-specific messaging.
- Developed top-line messaging and positioning post-PBHS acquisition, strengthening brand differentiation.
- Oversaw enablement for Enterprise Sales (competitive intel, positioning, trends), collaborating with Demand Gen on targeted campaigns.
- Defined messaging strategy and partnered with Content Marketing to create high-impact assets (eBooks, blogs).
- Operationalized win-loss program using Qualtrics surveys and interviews, identifying customer needs and informing product and GTM strategy.

INVOCA (Formerly Dialogtech, Inc.), CHICAGO, ILLINOIS

2019 - 2020

Product Marketing Manager

- Directed end-to-end GTM planning for complex solutions, including messaging, strategic positioning, and multi-tier packaging models.
- Established comprehensive competitive intelligence program, influencing global company positioning and providing timely, critical decision support for sales organization.
- Executed rigorous win/loss and churn analyses across diverse product lines and verticals to shape long-term strategic roadmaps and improve retention rates.
- Analyzed market data and customer behavior to identify emerging trends, effectively positioning products for high-growth opportunities in competitive markets.
- Evangelized products internally and externally via blogs, speaking, sales training, and customer interactions.

IBM (Formerly SevOne, Inc.), BOSTON, MASSACHUSETTS

2013 - 2019

Product Marketing Manager (2017 – 2019)

Marketing Operations Manager (2016 – 2017)

Field Marketing Specialist – Americas (2015 – 2016)

Business Development Representative (2013 – 2015)

- Partnered with Product Management to develop internal and external collateral for all products and solutions.
- Trained Sales on enablement materials; managed repository and onboarding for new hires.
- Managed marketing systems (Marketo, Salesforce) for lead generation, distribution, and reporting.
- Forecasted and reported campaign effectiveness and weekly ROI; built lead scoring methodology for MQL tracking.
- Delivered customer presentations at conferences and events; developed Field Marketing strategy for Americas growth.

EDUCATION

Master of Business Administration (MBA), Concentration: Marketing Strategy & Planning, DEPAUL UNIVERSITY, Chicago, IL

Bachelor of Science (BS), Business Management, WEST CHESTER UNIVERSITY, West Chester, PA

Bachelor of Science (BS), Business Marketing, Minor: Political Science, WEST CHESTER UNIVERSITY, West Chester, PA

VOLUNTEER EXPERIENCE

Director of Communications (2021 – 2026), THE FRIARS' SOCIETY ALUMNI ASSOCIATION (FSAA), West Chester, PA

- Manage communications for 800 members, including social media (LinkedIn, Facebook) and email correspondence.
- Serve as liaison between Active Undergraduate Society, FSAA, and University Foundation (WCUF).

Director of Board (2023 – 2024), **Treasurer of Board (2022-2023)**, **Secretary of Board (2019-2021)**, GRANVILLE TOWER HOMEOWNERS ASSOCIATION, Chicago, IL

- Managed annual operating budget of \$1.7 million for 154-unit high-rise building in Chicago, IL.
- Facilitated sale and deconversion of building for ~50% premium over implied value of building.
- Coordinated attorneys, brokers, property management, and homeowners to ensure smooth property sale.